

Architectural Guidelines

# Architectural Design Guidelines

## Statement of Intent

The intent of this Guideline is to establish expectations and provide clear direction for the design and construction of high quality buildings and developments in the interest of promoting the general welfare of the community and to protect the value of adjacent buildings and properties. It is not the intent of this design guideline to unnecessarily restrict or stipulate architectural styles, colors, and building design.

The architectural principles described in this document, while based on more traditional archetypes, are applicable to buildings of any architectural style and serve to promote a proper massing, scale, and level of detail that further enhance the image of Coralville and demonstrate the City's commitment to creating a pedestrian-friendly community that is visually attractive and economically prosperous.

### Architectural Submittal Requirements

*As part of the submittal of a site plan for any development with any zoning districts and for any of the uses listed within this Chapter, architectural drawings for buildings shall be submitted for review and approval by the City.*

The applicant shall submit the following for each proposed building, addition, or renovation subject to this chapter:

1. Elevations and dimensions of all sides of existing and proposed buildings, including roof mechanical equipment, vents, chimneys, and other projecting items above the roof line.
2. Color, 3D renderings showing all sides of each building included in the proposed development; **applicable for all zoning districts and building types except detached and attached single-family residential developments.**
3. Elevations and dimensions of all existing or proposed solid waste and recycling containment areas.
4. Detailed exterior descriptions, including type and color of all exterior building materials, awnings, exterior lighting, mechanical screening material, fencing, metal flashing and the like.
5. Detailed cut sheets of all proposed exterior light fixtures and an exterior lighting photometric plan.
6. Dimensioned building floor plans showing all windows, doors, and major architectural features including loading docks, outdoor storage areas, and solid waste and recycling containment areas.
7. Heating, air conditioning, ventilating and electrical equipment heights, locations and screening materials.
8. Exterior building and finish material samples and color palettes.
9. Building signage plan for all multi-tenant buildings detailing the general design, style and locations of all signs including how they are allocated to individual tenants.
10. Other information as required by Zoning Official.

## Definitions

**Architectural (Precast) Concrete Panels:** A precast concrete wall panel that is designed and engineered to transfer shear, support floor and roof loads as well as offer a wide range of architectural exterior finishes. Architectural precast panels have the highest quality concrete finish and very often are integrally colored in the plant to match other building exterior finish materials.

**Architectural Metal Panels:** A modular exterior cladding system comprised of insulated or uninsulated prefinished metal panels and supporting framework attached to the structural frame of a building.

**Bay:** 1. Within a structure, a regularly repeated spatial element defined by beams or ribs and their supports. 2. A protruded structure with a bay window.

**Burnished Block:** A concrete masonry unit (CMU) whose display face has been burnished (polished) to expose the natural colors and shapes of the aggregates within the block. Burnishing yields a higher quality finish characterized by increased coloration and subtle variation in hue and tone. Burnished surfaces are coated with a clear sealer to achieve a high-resolution finish.

**Dormer:** Projecting framed structure set vertically on the rafters of a pitched roof, with its own roof (pitched or flat), sides, and a window set vertically in the front.

**Exterior Insulation and Finish System (EIFS):** An exterior finish for a building composed of polystyrene foam covered with a synthetic stucco (in contrast to traditional, cement-based stucco). Water-Managed EIFS, also known as EIFS with drainage, refers to EIFS that includes a drainage plane or drainage layer that provides a way for moisture to evacuate from the wall cavity.

**Façade:** Any exterior face of a building. The primary façade (front façade) is designated by its relationship to the street; the main entry to the building shall be located in the primary façade. Side and rear facades may be classified as secondary facades.

**Fenestration:** The design, construction, or presence of openings in a building. Includes windows, doors, louvers, vents, wall panels, skylights, storefront, curtain walls, and slope glazed systems. From the Latin word fenestra ("window").

**Fiber Cement:** A composite building material made of sand, cement, and cellulose fibers. Most commonly used in siding applications where quality, longevity and durability are required.

**Gable:** A vertical surface commonly situated at the end of a building, usually adjoining a pitched roof; its shape depends on the type of roof and parapet, although most often it is triangular; often extends from the level of the cornice up to the ridge of the roof. If the gable is on the front façade rather than the back end, the building is said to be front-gabled.

**Glazing:** The glass surface of a glazed opening. The glass in a window.

**Light Emitting Diode (LED):** A solid-state device that emits light of a single primary color, but in combination with other diodes can produce colors of any hue for use in signage or lighting. LED fixtures are very energy efficient and have a very long operational life.

**Parapet:** In an exterior wall, the part entirely above the roof.

## Definitions (cont.)

**Roof Form, Flat:** A horizontal roof either having no slope, or a slope sufficient only to effect drainage, its pitch being usually less than 10 degrees; it may be surrounded by a parapet or it may extend beyond the exterior walls.

**Roof Form, Gabled:** A roof having a single slope on each side of a central ridge; usually with a gable at one or both ends of the roof.

**Roof Form, Hip:** A roof having slopes on all sides meeting along a common length or point, referred to as a hips.

**Roof Form, Pitched:** A steep gable roof having the same pitch on each side of a central ridge.

**Roof Form, Shed:** A roof having a single slope, sometimes referred to as a lean-to roof.

**Row House:** One of a series of houses, often of similar or identical design, situated side by side and joined by common walls.

**Split-face Block:** A solid or hollow concrete masonry unit, split lengthwise after curing; laid with the fractured surface exposed, so as to provide a rough texture.

**Sustainable Office (Architectural Style):** This architectural style is not well-recognized as a distinct style with common characteristics. Buildings of this style will generally adhere to design and construction principles that create highly energy efficient buildings that architecturally are characterized as well-constructed, open plan offices that harvest and utilize abundant daylight and thus have large amounts of exterior glass that is often provided with horizontal shading devices.

**Streetscape:** The visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces, etc. that combine to form the street's character.



Figure 118: Office Architecture Precedent



Figure 119: Residential Architecture Precedent

## General Requirements

### I. Site Development and Building Placement Standards (Requirements)

#### A. Pedestrian Access

1. All site developments and new buildings shall be oriented and placed to prioritize pedestrian movements over those of the automobile.
2. All buildings and sites shall be designed to be pedestrian friendly by way of connecting walkways
3. Pedestrian connections shall be made, when feasible, between adjacent and connecting developments and to all adjacent public streets.

#### B. Architectural Screening

1. Screening, except in the case of single-family and two-family dwellings, shall be required to obscure the view of all appurtenances of buildings, listed below, from any adjoining residential property and all public ROW:
  - a. Rooftop equipment;
  - b. Roof access ladders and walkways;
  - c. Ground-mounted HVAC equipment;
  - d. Utility meters;
  - e. Major utility conduits, pipes, and cables;
  - f. Outdoor storage areas;
  - g. Loading areas, berths or docks;
  - h. Areas and equipment for the storage, collection and compaction of refuse and recyclables.
2. Screening shall be consistent with the overall design of the building utilizing the same materials and detailing wherever practical.

#### C. Fuel Pump Island Canopies

1. All fuel pump islands shall be provided with a canopy regardless of the quantity of pumps.
2. The minimum height of any fuel pump canopy shall be fourteen feet (14') clear measured from the lowest point of the canopy to a point on the pavement directly below. The maximum canopy height shall not exceed twenty feet (20').
3. Canopies attached to the principal structure shall meet the setback requirements for said structure.
4. Detached canopies shall have a minimum front yard setback of fifteen feet (15') and a minimum side yard setback of ten feet (10').
5. All structural and supporting columns shall be wrapped in a material consistent with or complementary to the primary building material of the principal structure. Exposed steel structural columns shall not be permitted.
6. Canopies clad in any architectural metal panel shall be of one color.

## General Requirements (cont.)

#### D. Delivery, Service and Loading Docks

1. Buildings designed with loading docks and overhead doors shall be oriented to screen their view from any adjoining residential property, school, park and public ROW.

#### E. National Tenant and Franchise Architecture

1. Franchise architecture is defined as any architectural design which is prototypical or identifiable with a national or regional chain or corporation and includes specific iconographic and architectural elements that are repeated in each franchise location.
2. Franchise architecture, regardless of size and scale, shall not be permitted unless it complies with all the requirements and standards set forth in this Guideline.
3. Developers shall be required to submit project and site specific drawings for review by the Zoning Official as outlined above.

## General Requirements (cont.)

### II. Minimum Architectural Design Standards

#### A. Building Types

1. Single-Family Attached
2. Single-Family Detached
3. Multi-Family
4. Mixed-Use
5. Retail
  - a. Neighborhood
  - b. Community
  - c. Regional
6. Commercial Office
7. Hotel
8. Industrial/Warehousing/Other

#### B. Massing and Proportion

1. Human Scale
  - a. The ground level of any multi-story building shall be designed in such a way as to be pedestrian friendly while promoting and enhancing activity along the street. The ground level shall be visually differentiated from any upper story through the use of architectural features including intermediate cornice lines, sign bands (friezes), awnings, porticos, and/or changes in building materials and/or changes in window shape and size.
2. Except in the case of single-family and two-family dwellings, all buildings shall be designed so as to have a visually distinct top, middle, and bottom.
3. Refer to Section 5. Requirements by Building Type and Zoning District (below) for specific building massing requirements.

#### C. Primary Façades and Entry

1. Every building shall be designed with a primary façade as designated by its relationship to the public street and the location of the main point of entry into the structure.
2. The main front (primary) entry of any building shall face the nearest public street.
3. Primary entryways may be elevated from the street elevation provided all state or federally mandated access requirements (ADA) are met for the building type and use.
4. All entryway access components including stairs, ramps, landings, and such shall be constructed of durable materials complementary to and consistent with the materials used on the principal structure. Acceptable materials

include poured-in-place concrete, precast concrete, brick and stone. Except in the case of single-family and two-family residential uses, wood shall be deemed inappropriate and will not be accepted by the Zoning Official.

#### D. Articulation of Façades

1. Except in the case of single-family and two-family residential dwellings, no building façade shall exceed forty feet (40') in length without interruption by one or more of the following architectural features:
  - a. Projection or recess in the wall plane of at least two feet (2') in depth;
  - b. Change in material, texture, or pattern;
  - c. Columns, piers, pilasters or other equivalent structural and/or decorative elements;
  - d. Changes in fenestration pattern.
2. Window and Openings (fenestration)
  - a. Windows and openings shall be provided in each façade of any new building unless deemed technically or programmatically infeasible.
  - b. Windows shall be appropriately sized to the scale of the building.
3. Transparency
  - a. Window and curtain wall systems in all commercial and retail buildings shall be designed to achieve high light transmittance in order to promote energy efficiency and occupant comfort.
  - b. Minimum light transmittance shall be 65%.
  - c. All glass shall be clear; except where enclosing ground level parking facilities, in which glass, all glass shall be 100% opaque.
4. Awning and Canopies
  - a. Where provided, awnings and canopies shall project no less than two feet (2') except where located over pedestrian areas, in which case, they shall project no less than four feet (4').
  - b. Awnings and canopies shall provide a real function by virtue of their placement over doors and windows. No awning or canopy shall be permitted to be installed over any opaque wall surface for the sole purpose of providing visual interest where none would exist otherwise.
  - c. Awnings and canopies shall be constructed of durable and UV stable materials.

#### E. Building Materials and Details

##### 1. Exterior Finish Materials

- a. All new buildings, of any building type, shall be designed and constructed using quality building materials appropriately applied to create aesthetically pleasing long-lasting structures that contribute to the overall character of the neighborhoods in which they are built.
- b. Unless otherwise indicated, all new buildings and additions to existing buildings shall be subject to the standards of this chapter as it pertains to their specific land use and zoning district classification as described herein.
- c. Acceptable, quality building materials shall generally be categorized as high-quality and standard-quality. Materials shall be divided into four (4) classes where Class A & Class B shall be considered high-quality and Class C & Class D shall be considered standard quality. Materials are described as follows:
  - i. Class A Materials (high-quality)
    - Fired clay brick, full-veneer masonry wall systems
    - Natural stone, full-veneer masonry wall systems
    - Glass, curtain wall and/or glass cladding systems
    - Copper or Zinc metal panels, or similar natural
    - Other comparable or superior materials



## General Requirements (cont.)

- ii. Class B Materials (high-quality)
  - Thin-veneer brick (adhered)
  - Manufactured or cast stone veneers (adhered)
  - Textured architectural concrete panels
  - Stucco, traditionally applied
  - Other comparable materials.
- iii. Class C Materials (Standard quality)
  - Integrally colored, specialty concrete block such as textured, burnished or split-face concrete masonry units (CMU)
  - Metal wall panel systems, insulated or rain screen assemblies
  - Water-managed Exterior Insulation and Finish System (EIFS)
  - Fiber-cement panel or siding
  - Vinyl siding or panel
  - Other comparable materials
- iv. Class D Materials (Standard quality)
  - Smooth or scored concrete block
  - Tilt-up concrete wall panel systems
  - Glass block
  - Wood (except in the case of single-family and two-family residential dwellings)
  - Other comparable materials
- d. Buildings shall incorporate individual material classes generally as described below and specifically where indicated within Section V. - Requirements by Building Type and Zoning District.
  - v. Primary materials shall be those covering at least 10% of a building's façade area.
  - vi. Façade area is defined as the total exterior wall area of all vertical and near-vertical surfaces of the building four feet (4') in width or greater when viewed in elevation. The area shall be calculated to exclude the wall area resulting from minor projections and recesses from the wall plane of less than four feet (4') in depth. Calculations shall include the area of any parapets, cornices and similar wall projections.
  - vii. Exterior finish materials, meeting the percentages described herein,

## General Requirements (cont.)

- shall be distributed around all sides of the building unless otherwise agreed to by the Zoning Official. Each façade shall be calculated separately.
- viii. Building additions and expansions totaling less than 50% of the floor area of an existing building shall be exempted from the specific percentage requirements of this section provided identical or superior materials are used in a manner consistent with the existing architectural design.
- ix. Fired clay brick can be used as two Class A materials provided two distinctly different colors of brick are used in the appropriate percentages. Minor blended color variations shall not be considered as a separate Class A material.
- x. Brick and stone exterior finishes shall, under no circumstances, be painted.



Figure 121: Public Architecture Precedent



Figure 120: Mixed-Use Architecture Precedent



Figure 122: Office Architecture Precedent



# Single-Family Attached and Detached Houses

## Description

The single-family detached house is one of the most easily recognizable and beloved building forms in the United States. This building type is generally situated on a privately-owned parcel of ground (lot) and does not share any exterior walls with an adjacent dwelling. Garages may be attached or detached depending on the jurisdiction. As the name implies, a single-family house is sized to provide living and sleeping spaces for one family.

In Coralville's WLUA single-family detached houses must meet the requirements of this section in addition to all applicable General Requirements above.

## Architectural Image and Character

Houses have, historically, taken on many forms and sizes with architectural styles and detailing evolving with changes and improvements in construction technologies. This Guideline does not advocate for or prohibit any particular architectural style provided the minimum requirements of this section are met.

Houses in the WLUA should be designed and constructed to be compatible with their surroundings and be built of quality materials. All single-family dwellings, including manufactured and factory-built homes and accessory structures, including detached garages and sheds over 120 square feet, shall be residential in character and must incorporate Class A, Class B, or Class C materials on 100% of their façade area. With the exception of wood, Class D materials shall not be permitted unless otherwise approved by the Zoning Official.

## Building Massing and Roof Form

Single-family houses shall not exceed two and one-half stories in height when viewed from the street. A residential half-story shall be defined as an occupiable level of a house appropriately incorporated into the roof form. Windows shall be provided in the end gables and/or in dormers.

Developers and builders shall not be permitted to construct any identical houses (form and color) within a 2000' radius measured from the relative center of any house.

Single-family houses shall have pitched roofs. The predominant roof form shall be hip, gable, or shed. Flat roofs are discouraged.

Dormers, when provided, shall be functional (correlating to an occupied space) and placed in a manner consistent with the prevailing architectural style of the house.

## Details and Ornamentation

When thin-veneer brick or stone (Class B) materials are used, either for full-height walls or wainscoting, the material shall return to an inside corner with an adjacent wall. In the case of outside building corners, a minimum twenty-four inches (24") return shall be provided.

Appropriately scaled trim of at least four inches (4") in width shall be included around all window and door openings, building corners, roof lines, and façade material transitions. Trim color shall be of a contrasting but compatible color to the primary building material color.



Figure 123: Single Family Architecture Precedent



Figure 124: Single Family Architecture Precedent



Figure 125: Single Family Architecture Precedent



Figure 126: Single Family Architecture Precedent



# Multi-Family Residential Buildings

## Description

Multi-family buildings, commonly referred to as apartment buildings, are buildings containing two or more dwelling units in the same structure. Current development trends see many multi-family buildings constructed with twelve or more units per floor stacked three to four stories high.

In Coralville's WLUA multi-family buildings must meet the requirements of this section in addition to all applicable General Requirements above.

## Architectural Image and Character

Multi-family buildings may vary in size and scale but all should strive to maintain a residential character through appropriate massing, materials and detailing. This Guideline does not advocate for or prohibit any particular architectural style provided the minimum requirements of this section are met.

In the WLUA, multi-family buildings should be designed and constructed to be compatible with their surroundings and be built of quality materials. All multi-family buildings must incorporate at least three Class A and Class B materials together composing at least 50% of the façade area on all sides of the building. The remaining 50% of the façade shall be comprised of Class C and Class D materials provided no more than 10% of façade area is of a Class D material.

## Building Massing and Roof Form

Multi-family buildings shall not exceed four stories in height when viewed from the street. When parking is provided within an above-grade ground floor of the building, it shall be considered a story and must meet all the requirements of this Guideline.

Multi-family buildings shall have pitched roofs. The predominant roof form shall be hip, gable, shed, or flat. Building façades shall reflect the roof form (e.g. a gable roof shall not be concealed by a parapet wall intended to make the building appear to have a flat roof).

Dormers, when provided, shall be functional (correlating to an occupied space) and placed in a manner consistent with the prevailing architectural style of the building. Dormers may be allowed as vents or to conceal equipment provided they are proportional to the roof.

## Building Features

The primary common building entrance shall be covered by an appropriately scaled architectural projection from the façade or shall be recessed in order to identify the point of entry. Canvas or other fabric awnings or canopies shall not be permitted at the primary entryway. The entryway shall be connected to a vestibule and an interior lobby.

Each dwelling unit shall have its own, functional balcony (or defined patio area for ground floor units). Juliet balconies shall be permitted when architecturally appropriate to the style of the building. Exterior, elevated open walkways, landings, and common stairs required to access individual units are strictly prohibited.

## Details and Ornamentation

When thin-veneer brick or stone (Class B) materials are used, either for full-height walls or wainscoting, the material shall return to an inside corner with an adjacent wall. In the case of outside building corners, a minimum twenty-four inches (24") return shall be provided.

Appropriately scaled trim of at least four inches (4") in width shall be included around all window and door openings, building corners, roof lines, and façade material transitions. Trim color shall be of a contrasting but compatible color to the primary building material color.

Shutters, if used, must be in proportion to the area of adjoining windows.

All soffits and overhangs shall project no less than twelve inches (12").

Asphalt shingles, if used, must be high quality three-tab laminate style and furnished with a 30-year warranty.



Figure 128: Multi-Family Residential Architecture Precedent



Figure 127: Multi-Family Residential Architecture Precedent



Figure 129: Multi-Family Residential Architecture Precedent



# Mixed-Use Buildings

## Description

The mixed-use building is a multi-tenant building that generally will include retail and commercial uses on the ground and/or second floors with multi-family residential above. Mixed-use buildings provide higher density living options in close proximity to areas of business creating vibrant districts that are activated throughout the day. Historically, mixed-use buildings (in the US) were found throughout large cities and along main streets in rural America where shopkeepers would live above their stores.

In Coralville's WLUA mixed-use buildings must meet the requirements of this section in addition to all applicable General Requirements above.

## Architectural Image and Character

Mixed-use buildings can vary greatly in character depending on the country or geographic regions in which they were built.

Mixed-use buildings in the WLUA should be designed and constructed to be compatible with the predominantly brick architecture of the area. All mixed-use buildings must incorporate at least three Class A and Class B materials comprising 85% of each façade area. The ground floor shall be comprised of 50% glass on the street facing façades. The remaining 15% of the façade area may be comprised of any Class C material. With the exception that vinyl siding or panel shall not be permitted. Class D materials shall not be permitted for mixed-use buildings unless otherwise approved by the Zoning Official.

## Building Massing and Roof Form

Mixed-use buildings shall not exceed four stories in height when viewed from the street.

The minimum floor-to-floor height shall be no less than fourteen feet (14') at the first story and for any commercial or office floor above the first story.

Residential floors shall be permitted a ten foot (10') floor-to-floor height.

Mixed-use buildings shall have flat roofs and the building façade shall reflect such. Variations in parapet wall height should coordinate with required façade articulations.

In large mixed-use developments, buildings exceeding two hundred and fifty feet (250') in length along the public street, shall provide an unrestricted public access way from the sidewalk to any parking lot located behind the building.

## Building Features

Entries to the first story building spaces and common lobbies accessing upper stories shall open directly onto public sidewalk or publicly accessible outdoor plazas, where present. Thresholds shall match the grade of adjacent sidewalks and plazas.

For buildings with multiple commercial tenant spaces on the ground floor, entrances shall be located within the façade (ie. no projecting vestibules will be permitted).

Entrances to upper story commercial and residential spaces shall be through a street level lobby and interior corridors accessed through a separate entrance.

## Details and Ornamentation

When thin-veneer brick or stone (Class B) materials are used, either for full-height walls or wainscoting, the material shall return to an inside corner with an adjacent wall. In the case of outside building corners, a minimum twenty four inches (24") return shall be provided.

Appropriately scaled trim of at least four inches (4") in width shall be included around all window and door openings, building corners, roof lines, and façade material transitions. Trim color shall be of a contrasting but compatible color to the primary building material color.

Shutters, if used, must be in proportion to the area of adjoining windows and should be used on all or none of the upper story windows.

All soffits and overhangs shall project no less than twelve inches (12").

Where provided, awnings and canopies shall be appropriately proportioned, well-integrated, and follow the rhythm of the façade. Color shall be complementary and may incorporate tenant signage if deemed appropriate by the Zoning Official.

Balconies in mixed-use developments should be recessed into the façade when provided. Juliet balconies may be considered if appropriate to the prevailing architectural style of the development.



Figure 130: Mixed-Use Architectural Precedent



Figure 131: Mixed-Use Architectural Precedent



Figure 132: Mixed-Use Architectural Precedent



# Neighborhood Retail Buildings

## Description

Neighborhood scale retail buildings are generally one to two stories in height located to provide convenient goods and services to residents of a given neighborhood. Generally located in close proximity to residential areas on primary work week vehicular circulation corridors. Sites for this building type will generally be sized in the 5 - 10 acre range.

In Coralville's WLUA Neighborhood Commercial Buildings must meet the requirements of this section in addition to all applicable General Requirements above.

## Architectural Image and Character

Neighborhood retail buildings should be compatible with the scale and character of the adjacent residential land uses. This Guideline does not advocate for or prohibit any particular architectural style provided the minimum requirements of this section are met.

When off-street parking is provided behind the building, the primary entrance shall remain oriented toward the street.

In the WLUA, neighborhood retail buildings should be designed and constructed to be compatible with their surroundings and be built of quality materials. All neighborhood retail buildings must incorporate at least three Class A and Class B materials together composing at least 85% of the façade area on all sides of the building. The remaining 15% of the façade shall be comprised of Class C and Class D materials provided no more than 5% of any façade area is of a Class D material. No vinyl siding or panel shall be permitted.

Franchise architecture shall be adapted to meet the intent of the Guideline.

## Building Massing and Roof Form

Neighborhood retail buildings shall not exceed two stories in height when viewed from the street. Buildings may be clustered in concentrated retail developments. In all cases, neighborhood retail buildings shall be oriented with their primary entrance toward the street with an emphasis placed on walkability for pedestrians.

Neighborhood retail buildings shall have pitched or flat roofs consistent with their architectural style. Building façades shall reflect the roof form (e.g. a gable roof shall not be concealed by a parapet wall intended to make the building appear to have a flat roof).

Dormers, when provided, shall be functional (correlating to an occupied space) and placed in a manner consistent with the prevailing architectural style of the building. Dormers may be allowed as vents or to conceal equipment provided they are proportional to the roof.

## Building Features

Building entries shall incorporate a defining architectural feature such as a pitched roof or canopy to identify the entrance. Vestibules are encouraged.

A minimum of 30% of the street facing façade in any neighborhood retail building shall be glass.

When retail buildings are organized in strip centers, each commercial unit shall have its own, functional entry with defining architectural feature.

A minimum 10' wide sidewalk shall be provided for frontal approach to each building entrance.

## Details and Ornamentation

When thin-veneer brick or stone (Class B) materials are used, either for full-height walls or wainscoting, the material shall return to an inside corner with an adjacent wall. In the case of outside building corners, a minimum twenty-four inch (24") return shall be provided.

Appropriately scaled trim of at least four inch (4") in width shall be included around all window and door openings, building corners, roof lines, and façade material transitions. Trim color shall be of a contrasting but compatible color to the primary building material color.

All soffits and overhangs shall project no less than twelve inches (12").

Asphalt shingles, if used, must be high quality three-tab laminate style and furnished with a 30-year warranty.



Figure 134: Neighborhood Retail Architectural Precedent



Figure 133: Neighborhood Retail Architectural Precedent



Figure 135: Neighborhood Retail Architectural Precedent



# Community and Regional Retail Buildings

## Description

The community and regional scale retail building is intended to be larger than neighborhood scale retail buildings and is generally located closer to employment centers and along major transportation corridors in order to provide a greater range of services to a wider population. The relevant land use designations are corridor commercial and regional commercial. Sites for this building type will generally be sized in the 10 acre range.

In Coralville's WLUA community scale retail buildings must meet the requirements of this section in addition to all applicable General Requirements above.

## Architectural Image and Character

Due to the types of business commonly located in these buildings, the potential exists for architectural styles to vary wildly. National and franchise architecture must be adapted to comply with this Guideline; see requirements above. This Guideline does not advocate for or prohibit any particular architectural style provided the minimum requirements of this section are met.

In the WLUA, community commercial buildings should be designed and constructed to be compatible with the predominantly brick architecture of the area. All retail buildings must incorporate at least three Class A and Class B materials comprising 85% of each façade area. The remaining 15% of the façade area may be comprised of any Class C material and Class D material provided no more than 5% of any façade area is a Class D material. No vinyl siding or panel shall be permitted.

## Building Massing and Roof Form

Community commercial buildings shall not exceed two stories in height when viewed from the street.

Flat roofs are the predominant roof form for this building type, however, a pitched roof used to reinforce the retailers branding may be allowed.

## Building Features

Primary entrances shall be identified with defining architectural features such as roofs and/or canopies. Vestibules are encouraged and shall be incorporated into the architecture of the building.

A minimum of 30% of the street facing façades in any retail building shall be glass.

For buildings with multiple commercial tenant spaces on the ground floor, entrances shall be located within the façade (ie. no projecting vestibules will be permitted).

Side approach sidewalk, perpendicular to the main entry, shall be no less than twelve feet (12') wide and may include landscaping provided the walkable surface is no less than six feet (6') wide.

A minimum ten foot (10') wide sidewalk shall be provided for frontal approach to each building entrance.

## Details and Ornamentation

When thin-veneer brick or stone (Class B) materials are used, either for full-height walls or wainscoting, the material shall return to an inside corner with an adjacent wall. In the case of outside building corners, a minimum twenty four inches (24") return shall be provided.

Appropriately scaled trim of at least four inches (4") in width shall be included around all window and door openings, building corners, roof lines, and façade material transitions. Trim color shall be of a contrasting but compatible color to the primary building material color.

All soffits and overhangs shall project no less than twelve inches (12").

Where provided, awnings and canopies shall be appropriately proportioned, well-integrated, and follow the rhythm of the façade. Color shall be complementary and may incorporate tenant signage if deemed appropriate by the Zoning Official.



Figure 136: Community Retail Architectural Precedent



Figure 138: Community Retail Architectural Precedent



Figure 137: Community Retail Architectural Precedent



Figure 139: Community Retail Architectural Precedent



# Commercial Office Buildings

## Description

Professional office buildings and/or campuses of varying size.

In Coralville's WLUA commercial office buildings must meet the requirements of this section in addition to all applicable General Requirements above.

## Architectural Image and Character

Buildings should be well proportioned and with a high level of design and finish to project a professional image. This Guideline does not advocate for or prohibit any particular architectural style provided the minimum requirements of this section are met.

Commercial office buildings in the WLUA should be designed and constructed to be compatible with the predominantly brick architecture of the area. All office buildings must incorporate at least three Class A and Class B materials comprising 85% of each façade area. The ground floor shall be comprised primarily 50% of glass on the street facing facades. The remaining 15% of the façade area may be comprised of any Class C material and Class D material provided no more than 5% of any façade area is a Class D material. No vinyl siding or panel shall be permitted.

## Building Massing and Roof Form

Commercial office buildings shall not exceed eight stories in height when viewed from the street.

Flat roofs are the predominant roof form for this building type, however, other roof forms may be used to identify primary entrances and/or other defining features.

## Building Features

Primary entrances shall be identified with defining architectural features such as roofs and/or canopies. Vestibules are encouraged and shall be incorporated into the architecture of the building.

A minimum of 45% of the street facing façades in any commercial office building shall be glass.

For buildings with multiple commercial tenant spaces on the ground floor, entrances shall be located within the façade (ie. no projecting vestibules will be permitted).

Entrances to upper story commercial space shall be through a street-level lobby and interior corridors accessed from the street through a separate entrance.

Building sites must prioritize pedestrian movement from parking areas to the building.

## Details and Ornamentation

When thin-veneer brick or stone (Class B) materials are used, either for full-height walls or wainscoting, the material shall return to an inside corner with an adjacent wall. In the case of outside building corners, a minimum twenty four inch (24") return shall be provided.

Appropriately scaled trim of at least four inches (4") in width shall be included around all window and door openings, building corners, roof lines, and façade material transitions. Trim color shall be of a contrasting but compatible color to the primary building material color.

All soffits and overhangs shall project no less than twelve inches (12").

Where provided, awnings and canopies shall be appropriately proportioned, well-integrated, and follow the rhythm of the façade. Color shall be complementary and may incorporate tenant signage if deemed appropriate by the Zoning Official.



Figure 140: Commercial Office Architectural Precedent



Figure 142: Commercial Office Architectural Precedent



Figure 141: Commercial Office Architectural Precedent



Figure 143: Commercial Office Architectural Precedent



# Hotels

## Description

National franchise and/or boutique hotels and associated amenities located along major vehicular circulation corridors and highways.

In Coralville's WLUA Hotel buildings must meet the requirements of this section in addition to all applicable General Requirements above.

## Architectural Image and Character

The goal is to merge the needs of companies with highly established brands and very repetitive building forms with these architectural guidelines by creating hotels that vary in massing and design to provide visual interest. National and franchise architecture must be adapted to comply with this Guideline; see requirements above.

In the WLUA, hotel buildings should be designed and constructed to be compatible with their surroundings and be built of quality materials. All hotel buildings must incorporate at least three Class A and Class B materials together composing at least 75% of the façade area on all sides of the building. The remaining 25% of the façade shall be comprised of Class C and Class D materials provided no more than 10% of any façade area is of a Class D material. No vinyl siding or panel shall be permitted.

## Building Massing and Roof Form

Hotel buildings shall not be less than three stories in height and may not exceed eight stories in height when viewed from the street.

The minimum floor-to-floor height at the ground floor shall be fourteen feet (14').

Covered drop-off areas must be well-integrated into the overall building design.

Flat roofs are the predominant roof form for this building type, however, other roof forms may be used to reinforce the hotelier's branding and identify entrances or other defining architectural features.

## Building Features

Building entries shall incorporate a defining architectural feature such as a pitched roof or canopy to identify the entrance. Vestibules are encouraged.

A minimum of 75% of the street facing façades at ground level in any hotel building shall be glass.

A minimum of 35% of the upper level façades shall be glass.

## Details and Ornamentation

When thin-veneer brick or stone (Class B) materials are used, either for full-height walls or wainscoting, the material shall return to an inside corner with an adjacent wall. In the case of outside building corners, a minimum twenty four inch (24") return shall be provided.

Appropriately scaled trim of at least four inch (4") in width shall be included around all window and door openings, building corners, roof lines, and façade material transitions. Trim color shall be of a contrasting but compatible color to the primary building material color.

All soffits and overhangs shall project no less than twelve inches (12").

Asphalt shingles, if used, must be high quality three-tab laminate style and furnished with a 30-year warranty.



Figure 145: Hotel Architectural Precedent



Figure 144: Hotel Architectural Precedent



Figure 146: Hotel Architectural Precedent



# Industrial + Warehousing

## Description

Industrial and/or warehousing facilities of any type.

In Coralville's WLUA commercial office buildings must meet the requirements of this section in addition to all applicable General Requirements above.

## Architectural Image and Character

The architectural character of industrial buildings will vary depending on their use and complexity. Warehousing facilities, due to their volume and repetitive nature must be designed to vary in massing and architectural detail to provide visual interest.

In the WLUA, industrial and warehouse buildings should be designed and constructed to be compatible with the predominantly brick and textured architectural concrete panel architecture of the area. All buildings must incorporate at least three Class A and Class B materials comprising 25% of each façade area and many include translucent wall panel systems such as *Kalwall*. The remaining 75% of the façade area may be comprised of any Class C material and Class D material, except that no vinyl siding shall be permitted.

## Building Massing and Roof Form

Office areas associated with warehouse and industrial buildings shall be incorporated into massing of the building and shall not appear as an appurtenance to the primary structure.

Roof form shall be dictated by the building use and size.

## Building Features

Primary entrances shall be identified with defining architectural features such as roofs and/or canopies.

A minimum of 45% of the street facing façade in any associated office/administrative area shall be glass.

For warehousing buildings with multiple tenant spaces on the ground floor, entrances shall be located within the façade (ie. no projecting vestibules will be permitted).

## Details and Ornamentation

When thin-veneer brick or stone (Class B) materials are used, either for full-height walls or wainscoting, the material shall return to an inside corner with an adjacent wall. In the case of outside building corners, a minimum twenty four (24") return shall be provided.

Appropriately scaled trim of at least four (4") in width shall be included around all window and door openings, building corners, roof lines, and façade material transitions. Trim color shall be of a contrasting but compatible color to the primary building material color.

All soffits and overhangs shall project no less than twelve inches (12").

Where provided, awnings and canopies shall be appropriately proportioned, well-integrated, and follow the rhythm of the façade. Color shall be complementary and may incorporate tenant signage if deemed appropriate by the Zoning Official.



Figure 148: Industrial and Warehousing Architectural Precedent



Figure 147: Industrial and Warehousing Architectural Precedent



Figure 149: Industrial and Warehousing Architectural Precedent

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